REMARKS/ARGUMENTS

The Office Action dated December 27, 2005 rejected independent claim 38 as being directed to non-statutory subject matter because the method claim performs the method without use of hardware. In addition, independent claims 13, 16, and 38 were rejected under 35 USC 102(e) as being anticipated by US Patent no. 6,944,621 issued to Collart (hereinafter "Collart"). In response to the rejections in the Office Action, independent claims 13, 16, and 38 have been amended. In particular, independent claim 38 has been amended to recite use of hardware or client storage medium. In view of the amendments to independent claims 13, 16, and 38, the Applicant respectfully submits that the pending claims are in condition for allowance for the reasons set below.

In general, independent claims have been amended to recite, in part, the step of embedding an autonomous media object (AMO) into the substitution component, where the AMO and the multimedia file are compounded together to display at the same time. In other words, the substitution component within the multimedia file may be embedded with the AMO so that the multimedia file together with the AMO may be displayed in parallel or at the same time. As discussed on paragraph 55 of the specification, this step allows one of the plurality of AMOs to display its information as object or image compounded onto multimedia presentation. As an example, with this step, while a viewer is watching a presentation about skiing, the presentation may include a substitution component corresponding to a third party's logo placed over the skier's helmet, where the third party's logo can be any number of images such as logo of Pepsi trademark or Coke trademark depending on the logo that is intended to be shown on the presentation.
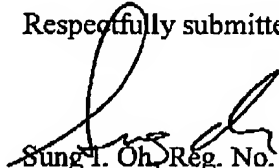
On the other hand, Collart is directed to updating the content stored in the storage medium. In particular, Collart discloses upon input of a portable storage medium (PSM) into a readable machine by a user, the content stored in the PSM is read; and after reading the content from the PSM, a separate storage medium is accessed to update the content in the PSM. This content of separate storage medium is then displayed. See Figure 1 of Collart. In other words, Collart is directed to replacing entire portion of the content within a series of content that make up the multimedia file; whereas, the present invention is directed to substituting an object or an AMO within the multimedia file, and displaying the AMO in parallel or compounded onto the multimedia file. Accordingly, the Applicant respectfully submits that

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independent claims 13, 16 and 38, as amended, are allowable over Collart, along with their respective dependent claims.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 50-3578 during the pendency of prosecution of this application. Should such additional fees be associated with an extension of time, applicant respectfully requests that this paper be considered a petition therefor.

Respectfully submitted,

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Sung I. Oh, Reg. No. 45,583
Attorney for Applicants
Customer No. 53,123

Sung I. Oh, A Professional Law Corporation
710 Quail Valley Lane
West Covina, CA 91791
(626) 332-7262 (bus)
(626) 332-7548 (fax)

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